



CITY OF NEWPORT BEACH

ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

MEETING DATE:

Wednesday, March 18, 2009

TIME:

8:00-9:00 A.M. *Please arrive 5 min. prior*

PLACE:

**City of Newport Beach Council
Chambers**

ROLL CALL AND INTRODUCTIONS

To assist with attendance there will be a sign in sheet at the podium, Please check off your name on arrival or before departing.

MEMBER UPDATES AND ANNOUNCEMENTS

DISCUSSION ITEMS

1. Approval of Minutes of February 18, 2009 (*Attachment*).
2. The future of the Daily Pilot speaker Scott Pompe of the Los Angeles Times
3. Discussion regarding the creation of a Newport Beach Special Event Advisory Committee (*Attachment*).
4. Presentation by Gary Sherwin, CVB on a proposal to form a Tourism BID
5. EQAC Representative's Report

ITEMS FOR A FUTURE AGENDA

PUBLIC COMMENTS

ADJOURNMENT

**NEXT EXECUTIVE COMMITTEE MEETING: Wednesday, April 1, 2009
8:00 A.M. – NEWPORT BEACH CHAMBER OF COMMERCE**

**NEXT REGULAR MEETING: Wednesday, April 15, 2009
8:00-9:00 A.M. – CITY COUNCIL CHAMBERS**



CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

DRAFT MINUTES 2-18-09

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, February 18, 2009**.

Members Present:

X	Mike Henn, Chairman	X	Sheri Drewry
X	Keith Curry, Council Member	X	Jennifer Gonzalez
X	Steve Rosansky, Council Member	X	John Hyatt
X	Robert Hawkins, Planning Commissioner	X	Lloyd Ikerd
X	Mike McNamara, Vice Chairman	X	Brion Jeannette
A	Fred Ameri	X	Debra Legan
X	Craig Batley	E	Richard Luehrs
E	Seymour Beek	E	Scott Palmer
X	Jeffrey Cole	X	John Robinson
X	Steven Coyne	E	Gregg Schwenk
E	Gary DiSano	X	Gary Sherwin
A	Jim Donnell	E	Gay Wassall-Kelly
X	Kenneth Drellishak		

Staff Representatives:

x	Sharon Wood, Assistant City Manager		
x	Leigh De Santis, Economic Development Administrator		
x	Katie Bowden, Economic Development Coordinator		

Guests Present:

Roy Freeman, Resident	Jessica Quadra, Newport Beach Chamber of Commerce
Philip Bettencourt, Planning Consultant	Rewdy Holstein, Brooks Street
Mike Mohler, Newport Banning Ranch	Marice White, SFPA
Chris A. Clark Sr.	Chris Bunyan, Costa Mesa SRR

Roll Call and Introductions:

Chairman Henn called the meeting to order at 8:02 am and began self introductions of the assembled members, staff and guests.

UPDATES AND ANNOUNCEMENTS

- Mr. Lloyd Ikerd announced that the restoration of the 1951 Ford as a Newport Beach Police car would be completed this week. The vehicle will be presented to the Police Department on March 19 at the Chamber sponsored Police Appreciation Breakfast. The cost of the restoration is \$10,550 and donations are still being accepted.

DISCUSSION ITEMS

1. Minutes of January 21, 2009.

Motion: John Hyatt
Second: Mike McNamara
Vote: Unanimous

2. Presentation on Banning Ranch

Chris Bunyan in Support of Banning Ranch as Open Space

Mr. Bunyan spoke representing the Banning Ranch Conservancy. He showed slides of the upland and lowland areas of Banning Ranch. The Conservancy aspires to purchase Banning Ranch, maintain it as open space and eventually turn it over to the State Parks system as a regional park. They are fund raising and looking for donors to make the acquisition possible. The Conservancy is willing to pay fair market value for the property, but believe the appraisal done at the behest of the City is too high. In addition, the environmental cleanup threshold is lower for park and recreational use than for residential use. See www.savebanningranch.org for more details.

Sharon Wood, Assistant City Manager explained the City's Policy

The adopted General Plan has two options. The preferred option is all open space. If the land cannot be acquired in a reasonable amount of time – which is undefined -- the alternative option is development of a limited number of homes, and commercial space while maintaining a majority of the area as open space/park. Development would be limited to a maximum of 1375 homes, 75,000 sq. ft. of retail space and 75 hotel rooms. Oil rights are owned by a third party, and oil operations would remain no matter how the land is used. Any development would need Coastal Commission approval and they could impose additional limits.

Mike Mohler in Support of Development on part of Banning Ranch

Mr. Mohler spoke representing the owner/developers - a partnership of AERA Energy, Cherokee Investment Partners, and Brooks Street. They believe their proposed development is in keeping with the City's alternative policy. The housing units will cluster away from sensitive environments and back up to the industrial area in abutting Costa Mesa. In addition to property tax revenues, their proposed small hotel would generate TOT revenues. From the revenues of development, they are offering to clean up and consolidate the remaining oil operations, improve the areas to be preserved, and create a link to the Santa Ana River Park. Their application/proposal

for development can be viewed on the City web site. They too disagree with the appraisal, but unlike the Conservancy they believe it is too low.

3. EQAC Representative's Report

The Marina Park draft EIR will be reviewed by EQAC this month. They are also looking forward to a presentation by the Green Building Sub-committee.

ITEMS FOR A FUTURE AGENDA

- Presentation by Gary Sherwin, CVB on a proposal to form a Tourism BID
- Discussion regarding the creation of a Newport Beach Special Event Advisory Committee

PUBLIC COMMENTS

There were none.

ADJOURNMENT

Chairman Henn called for the meeting to be adjourned at 8:50 am.

NEWPORT BEACH SPECIAL EVENT ADVISORY COMMITTEE PROPOSAL

--DRAFT --

BACKGROUND:

The City Council receives many proposals for City support of special events from non-profit organizations. Some events support a charity (e.g., Race for the Cure, Relay for Life), and some are promotional events that bring recognition to Newport Beach and its business community (e.g., Film Festival, Taste of Newport). The requests for City support range from waiver of fees to in-kind services to cash contributions. The City does not have an established procedure for considering these requests, and the Council is not always confident that the benefit to the community is commensurate with the level of support being requested. Some Council members have stated that it would be beneficial to have evaluation assistance when public support for special events is proposed, and professional marketing guidance on the merits of special events and their benefit to the community. Council members have also indicated a desire for advice on improved event coordination throughout the city.

PURPOSE:

- A. To recommend to the City Council criteria to be used in evaluating future requests for City support,
- B. To evaluate the benefits (tangible and intangible) ***[OR economic, marketing, social and other]*** of special events and provide the City Council with professional advice on how the benefits relate to the support being requested ***[OR whether the benefits warrant the support being requested]***. . Special events qualifying for committee evaluation would include those requesting City support of more than \$_____ in cash, in-kind services or fee waivers.
- C. To provide advice on event coordination throughout the city so that event organizers, city businesses and residents can derive maximum benefit and minimum impact from such events in terms of economics, mobility, timing and effectiveness.
- D. The Committee will be purely advisory in nature, and will not make determinations as to the approval of any event covered by this document. That responsibility rests exclusively with the City Council.

STRUCTURE:

- A. A seven person Event Advisory Committee (EAC), appointed by the Mayor from applications received and from recommendations provided by the Economic Development Committee, Conference and Visitors Bureau, Chambers of Commerce, Restaurant Association, Film Festival, charitable groups, and other groups with an interest in special events in Newport Beach. The members should be professionals with experience in event organization and promotion, marketing including advertising, public relations, web marketing and brand development, as well as an understanding of the Newport Beach visitor base and the City's infrastructure and resources to support special events. One committee member would be a representative of the Economic Development Committee and one would be a representative of the Newport Beach Conference and Visitors Bureau.
- B. The committee would elect its own chairperson.
- C. The committee would be provided organization and staff support by the City and the CVB.
- D. The first task of the Committee would be to recommend evaluation criteria for determining which proposals are to be subject to review by the Committee, as well as the general criteria for such review. City staff would then determine which proposals will be forwarded to the Committee for advice to Council.
- E. The committee would meet as needed, and all meetings would be noticed and open to the public.
- F. Committee members may not participate in the evaluation of a request made by an organization of which they are a member or by which they are employed or have been employed or compensated in any manner in the past two years.

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